

Message Text

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C O R R E C T E D C O P Y (TEXT GARBLED THROUGHOUT)

E. O. 11652: N/A
TAGS: EINV, SGEN, SOTN, MY
SUBJ: EXAMPLES OF GOOD COOPERATE CITIZENSHIP

REF: STATE 51579

1. AS REQUESTED IN REFTTEL, EMBASSY HAS COLLECTED THE FOLLOWING EXAMPLES OF GOOD COOPERATE CITIZENSHIP BY AMERICAN MULTINATIONAL CORPORATIONS IN MALAYSIA. ONE OF THE MOST IMPRESSIVE EXAMPLES HAS BEEN TURNED IN BY A MEDIUM SIZE ELECTRONICS COMPANY LOCATED NEAR KUALA LUMPUR. THE MANAGER OF THIS COMPANY HAS AGREED TO SERVE ON HIS OWN TIME AS A TECHNICAL ADVISOR TO THE SUNGAI LUI HUMAN DEVELOPMENT PROJECT LOCATED ROUGHLY TWENTY MILES FROM KUALA LUMPUR. THIS PROJECT, WHICH IS SPONSORED BY THE INSTITUTE FOR CULTURAL AFFAIRS, IS DESIGNED AS A PILOT PROJECT TO SHOW WHAT CAN BE DONE IN A TYPICAL VILLAGE IN MALAYSIA IF COMMUNITY RESOURCES ARE MOBILIZED. THE AMERICAN MANAGER, USING HIS EXTENSIVE KNOWLEDGE OF MARKETING IN UNITED STATES, HAS BEEN ABLE TO REVOLUNTIONIZE THE VILLAGE ATTITUDES TOWARDS HANDICRAFT EXPORTS. HE HAS ASSISTED THEM IN DEVELOPING WHAT WAS A RATHER PRIMATIVE BAMBOO HANDICRAFT PRODUCT INTO ONE THAT IS FINDING SUCCESSFUL MARKETS IN UNITED STATES. THIS HAS

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BEEN THE SINGLE MOST SUCCESSFUL PROJECT WITHIN THE SUNGAI LUI PROJECT. THE SAME COMPANY HAS ADOPTED AN ELEMENTARY SCHOOL IN THEIR AREA FOR WHICH THE COMPANY PROVIDES SCHOOL SUPPLIES, BOOKS AND ASSISTANCE FOR THE TEACHING STAFF. THIS COMPANY HAS ALSO TAKEN EXCEPTIONAL STEPS TO DEVELOP A RELATIONSHIP WITH LOCAL RELIGIOUS

LEADERS SO AS TO BE BETTER ABLE TO MEET THE SPIRITUAL AS WELL AS PHYSICAL NEEDS OF THEIR EMPLOYEES.

2. A LARGE ELECTRONIC'S COMPANY HAS DEVELOPED A DIFFERENT APPROACH IN TERM OF ASSISTANCE TO THE COMMUNITY. THIS COMPANY HAS DEVELOPED A WELL THOUGHT PROGRAM TO OFFER SUMMER AND VACATION EMPLOYMENT TO MALAYSIAN STUDENTS MUCH LIKE SIMILAR PROGRAMS CONDUCTED IN THE UNITED STATES. THIS PROGRAM HAS BEEN ESPECIALLY WELL RECEIVED BY THE GOVERNMENT AS IT IS NOT A TRADITION AMONG MALAYSIAN FIRMS TO OFFER SUCH OPPORTUNITIES. THIS PROGRAM HAS BEEN MOST SUCCESSFUL IN EXPOSING YOUNG MALAYSIAN STUDENTS TO A VARIETY OF UNIVERSITY AND VOCATIONAL TRAINING INSTITUTES. SECONDLY THIS COMPANY ACTIVELY PRATICIPATES, BY LENDING PERSONNEL AND MATERIALS, TO THEUNIVERSITY OF MALAYA AND A NUMBER OF PROFESSIONAL BODIES INVOLVED IN THE AREA OF MANAGEMENT IN AN ATTEMPT TO STRENGTHEN MANAGEMENT SKILLS IN THE MALAYSIAN COMMUNITY AS A WHOLE.

3. A LARGE PETROLEUM COMPANY IN MALAYSIA HAS INSTITUTED A VERY WIDE RANGING PROGRAM OF COMMUNITY SUPPORT. INCLUDED ARE SUCH THINGS AS A SECONDARY SCHOOL SCIENCE EXHIBITION IN CONJUNCTION WITH THE MINISTRY OF EDUCATION, A TV PROGRAM SHOWING THE DEVELOPMENT OF YOUNG MALAYSIAN SCIENTISTS THROUGHOUT THE COUNTRY, A JOINT PROJECT WITH THE WOMEN'S INSTITUTE TO ESTABLISH NURSERIES IN THE STATE OF SELANGOR TO HELP IMPROVE HELATH IN RURAL AREAS, A PROJECT UNDERTAKEN BY THE COMPANY TO SAVE THREE ENDANGERED UNCLASSIFIED

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SPECIES OF TURTLES, OFF THE COAST OF MALACCA, A PROJECT TO DEVELOP ENTREPRENUERIAL TALENT AMONG SELECTED RURAL YOUTH WHO ARE MEMBERS OF THE MALAYSIAN ASSOCIATION OF YOUTH CLUBS, AND FINALLY A JOB TRAINING PROGRAM FOR SELECTED STUDENTS FROM TECHNICAL TRAINING INSTITUTES DURING THEIR SCHOOL YEARS TO GIVE THEM EXPOSURE TO A PRACTICAL BUSINESS ENVIRONMENT.

4. A LARGE U.S. COMPUTER MANUFACTURER HAS DEVELOPED A NUMBER OF INNOVATIVE PROGRAMS THAT HAVE BEEN APPRECIATED BY THE GOM. THE MOST IMPORTANT OF THESE CAME AS A RESULT OF A CONVERSATION A SENIOR COMPANY OFFICER HAD WITH THE DEPUTY PRIME MINISTER. WHEN THE DPM WAS ASKED WHAT ONE OF HIS MAJOR PROBLEMS WAS, HE REPLIED THAT IT RELATED TO THE EXPORT OF BATIK TEXTILES, A HANDICRAFT PRODUCT, FROM THE EAST COAST OF MALAYSIA. THE PROBLEM WAS THAT THE METHODS OF PRODUCTION AS WELL AS THE QUALITY OF THE MALAYSIAN PRODJECT WAS SO LOW THAT THE MALAYSIAN PRODUCERS WERE LOSING THEIR MARKETS TO PRODUCERS FROM OTHER COUNTRIES. THE COMPANY, AT ITS OWN EXPENSE, ASKED ITS TEXTILE GROUP IN THE UNITED STATES TO UNDERTAKE A STUDY OF THIS PROBLEM. THE COMPANY BROUGHT OUT A TEXTILE EXPERT TO DO AN IN DEPTH STUDY OF THE BATIK INDUSTRY. THIS EXPERT THEN RETURNED TO THE U.S. AND, WORKING WITH THE TEXTILE DIVISIONS, DEVELOPED AN ENTIRE MODERNIZATION PROGRAM

FOR THIS IMPORTANT INDUSTRY. THE COMPANY HAS ALSO CONDUCTED
KEYPUNCH TRAINING FOR THE DEAF IN AN
ATTEMPT TO EXPAND EDUCATIONAL OPPORTUNITIES FOR THE HANDICAPPED.
FINALLY THE COMPANY HAS ENTERED INTO A JOINT PARTNERSHIP PROGRAM
TO ASSIST THE MALAYSIAN GOVERNMENT IN THE DEVELOPMENT OF MANAGEMENT
SKILLS.

5. A VERY LARGE NUMBER OF COMPANIES, INCLUDING THOSE LISTED ABOVE,
CARRIED OUT A VARIETY OF IMPORTANT SCHOLARSHIP PROGRAMS WITH THE
LOCAL INSTITUTIONS IN MALAYSIA. THESE PROGRAMS ARE IN ADDITION
TO THEIR NORMAL MANPOWER REQUIREMENTS. FINALLY, SEVERAL
COMPANIES, IN ADDITION TO THE COMPANY IN PARA 2 ABOVE, HAVE
ASSISTED THE SUNGAI LUI PROJECT IN A VARIETY OF WAYS.

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